



# Storytelling Data for Influence

Communicating  
your **'why'** for  
team agreement





Everything you need to know  
[u10.me/pco](https://u10.me/pco)



# How did I get here?



# Storytelling

## the power to be heard

- Data = Logic, format, predictability
- Behavior = emotion, sometimes erratic, ambiguous action
- Storytelling connects/bridges the communication gap
  - Captures attention, attention allows time
  - Allows knowledge transfer
  - Simplifies the complex
  - Relatable - “I am seen and heard’
  - Memorable - Emotional breadcrumb
  - Inspires and motivates
  - Actionable - Behavior Change

Storytelling is more than a pile of words or images - it's your 'emotional connection when engineering the abstract'  
And can evoke a feeling upon the next patterned interaction.

Connection

Trust

Influence



# Data - Integral to business strategy, so why the trust/embrace gap?

Data is wanted - But is it valued?

Risks to saying yes and no

Data integrity skepticism affects every industry

- Brain Wiring:
  - Reward - Accurate data, good value, usage
  - Pain - Inaccurate/faulty data, no value, no usage - fallout risk
    - Time
    - Money
    - Reputation
    - Fatigue/Disengagement

What you feel is an easily seen, understood, next step with your data  
- can be an anxiety point to someone who doesn't live in that world.

Our brains seek to survive - seeking patterning/predictability - filling in  
the story gaps along the way

Feel free to insert your  
'data type' here - we're all  
in this together!

Your analytics data looks  
nice and businessy...

... too bad it's "useless  
by default"

# Audience - Human Who?

*There is no influence without an audience.*

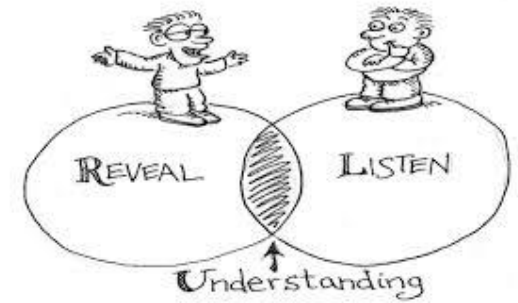
Who is your audience?

What is *their end* goal in this moment?

- Everyone wants to be seen and heard!
- See and Hear them
- *Their* Chains of influence
  - Personal
  - Business
  - Environment

ASK! Interview, find discovery insights that change the game!

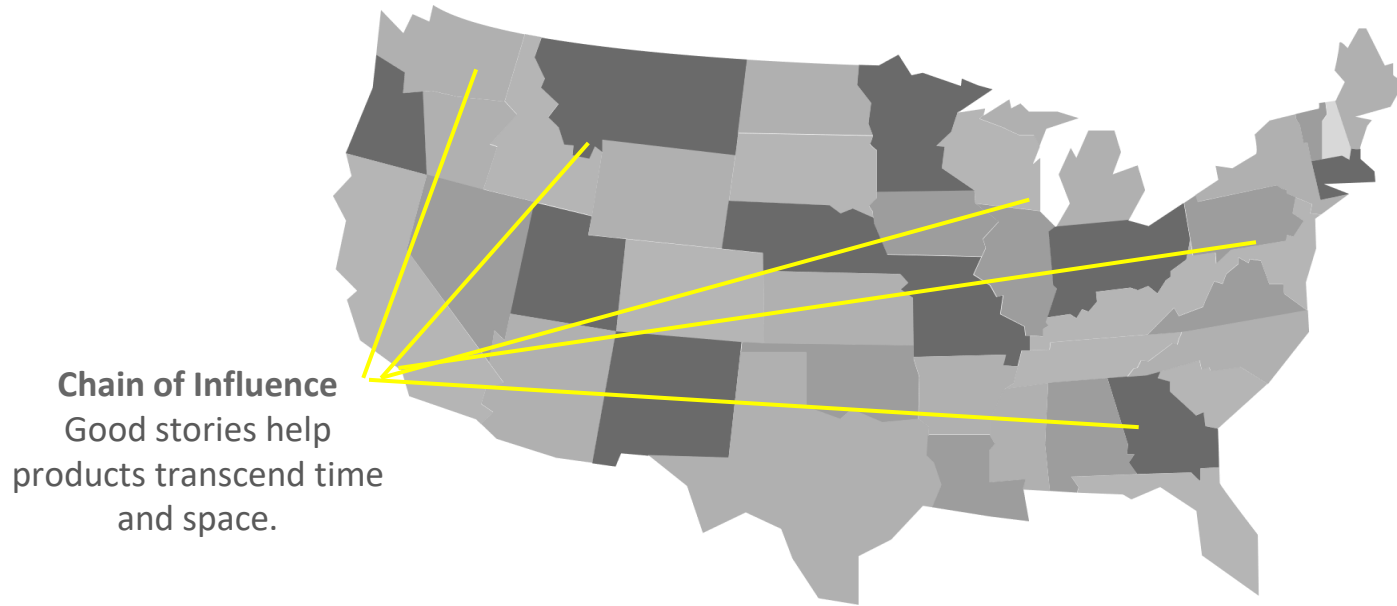
- Patterns
- Journey
- Empathy
  - Natural
  - Tactical



**Beware unconscious bias and silo's**



# Case study: Humanize their Data





# Audience - Clarify the 'What'

Data overwhelm is real.

Data **VS** Value

Data **AND** Value

When clear seems unclear, movement stops. Your goal in data influence is to move something forward.

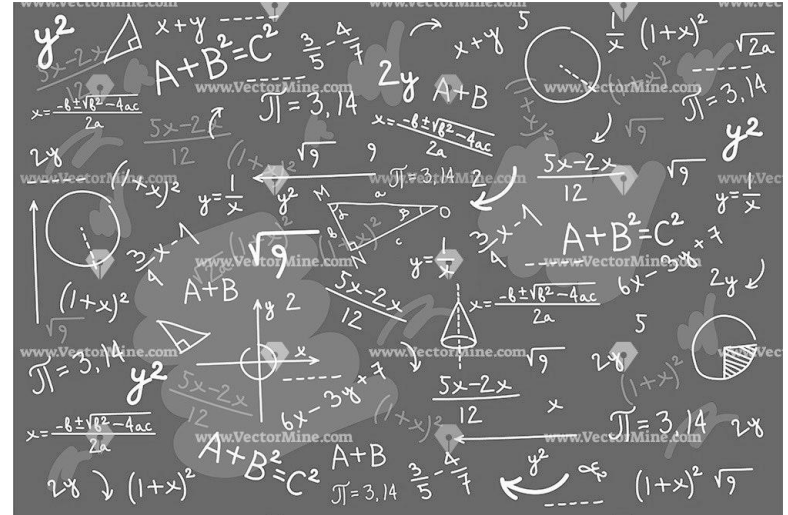
Connection    Trust    Influence

Truth - Your Audience has internal stories about your data. Your Storytelling guides your audience so they don't fill in the gap on their own.

Put ego aside - It's *Their* understanding that gets *You* the **yes**.

- Framework to clarify their data goal - Can't effectively story solve for 'x' if you don't know what their 'x' truly is.
- Provide context connecting your data to each audience goal
- Check your confirmation bias, prepare to address their potential confirmation bias
- Frame as potential missed opportunities
- Clearly articulate the next step desired

# Case Study: Movie vs Math



Storytelling can make the challenge of learning fun, memorable

# Audience

## When & Where on their terms

### Influence Priming

- External data points
- Internal data points
- Empathy, Reciprocity, Mirroring

Embracing Sameness - brains are wired to fill in gaps - dopamine hits regardless of accurate storyfilling

Guide the framework

Promote Psychological Safety

Connect using positive stories - people respond to humans

- Questions
- Goals
- Prepare for habits/patterns
- Meet them on their terms
- Persistence and Grace
- Figurative Language
  - Metaphors and Similes
  - Personification
  - Symbolism

# Case Study

## Relatable connections help soften resistance



Relatable connections build trust, trust helps influence soften resistance to change

# Audience Information Receptibility - Data Delivery

What is your Audience goal during your interactions? What is their takeaway during limited time and attention?

- Quantify your solution (numbers = power)
- KISS – Excel, or simple graphs (certain models can be confusing, baseline grids show comparisons quickly)
- Story framing - Common language and context
- Empathy - how did you feel the last time you experienced something unfamiliar? Might they feel the same?
- Present takeaway solutions and/or partnership for future support if necessary.

# Summary

- Storytelling can bridge the understanding gap - which allows connection, trust, and influence
  - Data = logic, format, predictable action/behavior
  - Behavior = emotion, sometimes erratic, ambiguous action
- Ask Questions - Insights are external data clues for story framework
- Influence exists in every audience opportunity that touches the movement of product.
- Storytell data solutions to audience goals
- Present results and next step recommendations clearly
- Resistance and pushback are a natural part of the change process - don't take it personal



# ***Need help storytelling some data for influence? Let's chat.***



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***Your data has value!***

Storytelling

Data Champion

Strategist

Change Agent/Transformation Specialist

*“Great Stories can happen to those who can tell them.” - Ira Glass*